

## ORDER



**Orders**  
**Order / Rev:** 720934  
**Alt Order #:**  
**Product Desc:** Flight 10/10-10/13, 2012  
**Estimate:**  
**Flight Dates:** 10/10/12 - 10/12/12  
**Original Date / Rev:** 10/08/12 / 10/08/12  
**Order Type:** Political

## KPNX

**Primary AE:** Mike Mejia  
**Sales Office:** KPNX  
**Sales Region:** LOC

**Agency Name:** Up Agency  
**Buying Contact:**  
**Billing Contact:**  
 3370 N Hayden Road  
 Scottsdale, AZ 85251

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Penzone, P/ D/ Sheriff  
**Demographic:** A25-54  
**Product Codes:** IS-Candidate/Local Misc  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/12/12	11	\$3,600.00	\$3,060.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	11	\$3,600.00	\$3,060.00	0.00
<b>Totals</b>	<b>11</b>	<b>\$3,600.00</b>	<b>\$3,060.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Mejia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KPNX	10/10/12	10/12/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	--WTF--	:30	3	\$500.00	P-3	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	--WTF--		3			\$500.00		0.00				
N 2	KPNX	10/10/12	10/12/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	--WTF--	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	--WTF--		2			\$250.00		0.00				
N 3	KPNX	10/10/12	10/12/12	M-F 10-11a Kelly	CM	10-11a	--WTF--	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	--WTF--		2			\$225.00		0.00				
N 4	KPNX	10/10/12	10/12/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	--WTF--	:30	2	\$225.00	P-2	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	--WTF--		2			\$225.00		0.00				
N 5	KPNX	10/10/12	10/12/12	M-F 3-4p Ellen	CM	3-4p	--WTF--	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	--WTF--		2			\$350.00		0.00				

\*Tax 1 Note: Tax 0.5%.